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CALIFORNIA STATE POLYTECHNIC
COLLEGE

San Luis Obispo, California

Members, Santa Barbara Chapter
American Institute of Architects

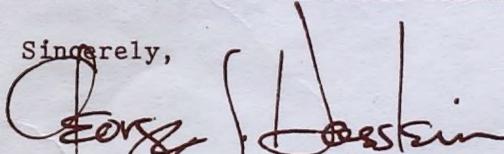
Gentlemen:

We of the staff of the Department of Architectural Engineering wish to thank you for the guidance and financial help you provided to bring this student exercise to completion. These same students who will someday inherit your obligations and responsibilities will have a better understanding of the environment, and through your efforts their preparation has been enhanced in all fields. Like you, they now better understand the nature of the community and have learned to care for its well being.

Santa Barbara in the past has appeared in architectural textbooks as a model example of community inspiration, pride, and control; and it is hard to believe that good thought and understanding can make this disappear before your eyes.

This student work is offered only with the hope of helping with your efforts to improve the community toward the abominations of chaos, congestion, and characterless monotony. We further hope for an increase of the cooperative and dedicated citizenry who should speak out with you for planning your coming growth in a way which will preserve the heart and soul of the wonderful community which is Santa Barbara.

Sincerely,



George L. Hasslein, A.I.A., Head
Department of Architectural Engineering
California State Polytechnic College

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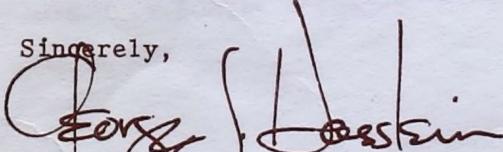
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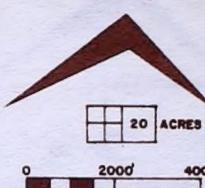
SKETCHES

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THE PROPOSED GENERAL PLAN FOR SANTA BARBARA

SANTA BARBARA

ANNEXATION HISTORY



LEGEND
ORIGINAL CITY 1853
1853 - 1900
1900 - 1910
1920 - 1930
1940 - 1950
1950 - 1960
1960 TO DATE

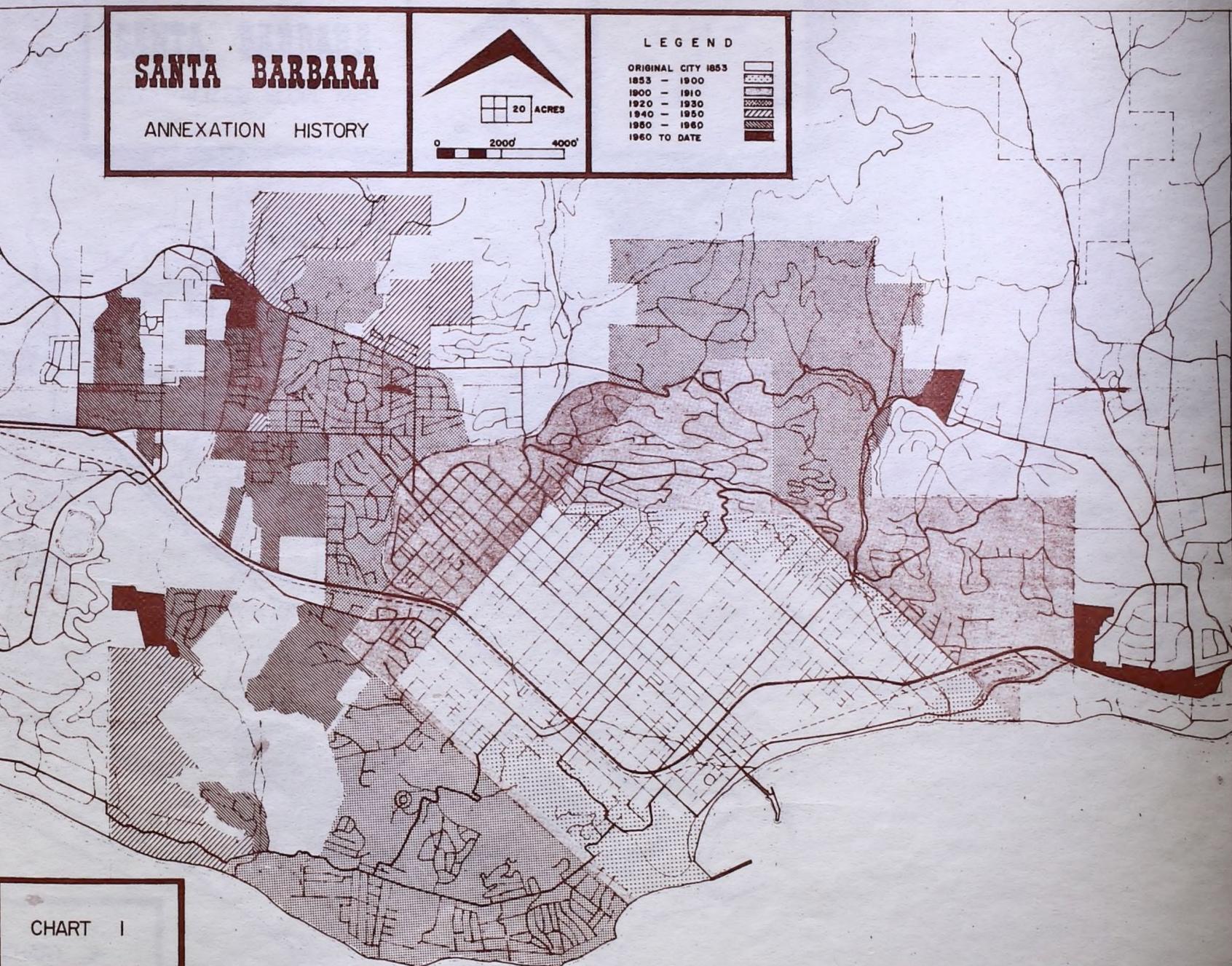
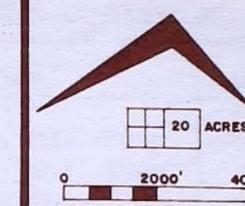


CHART I

SANTA BARBARA

GENERALIZED SLOPE MAP

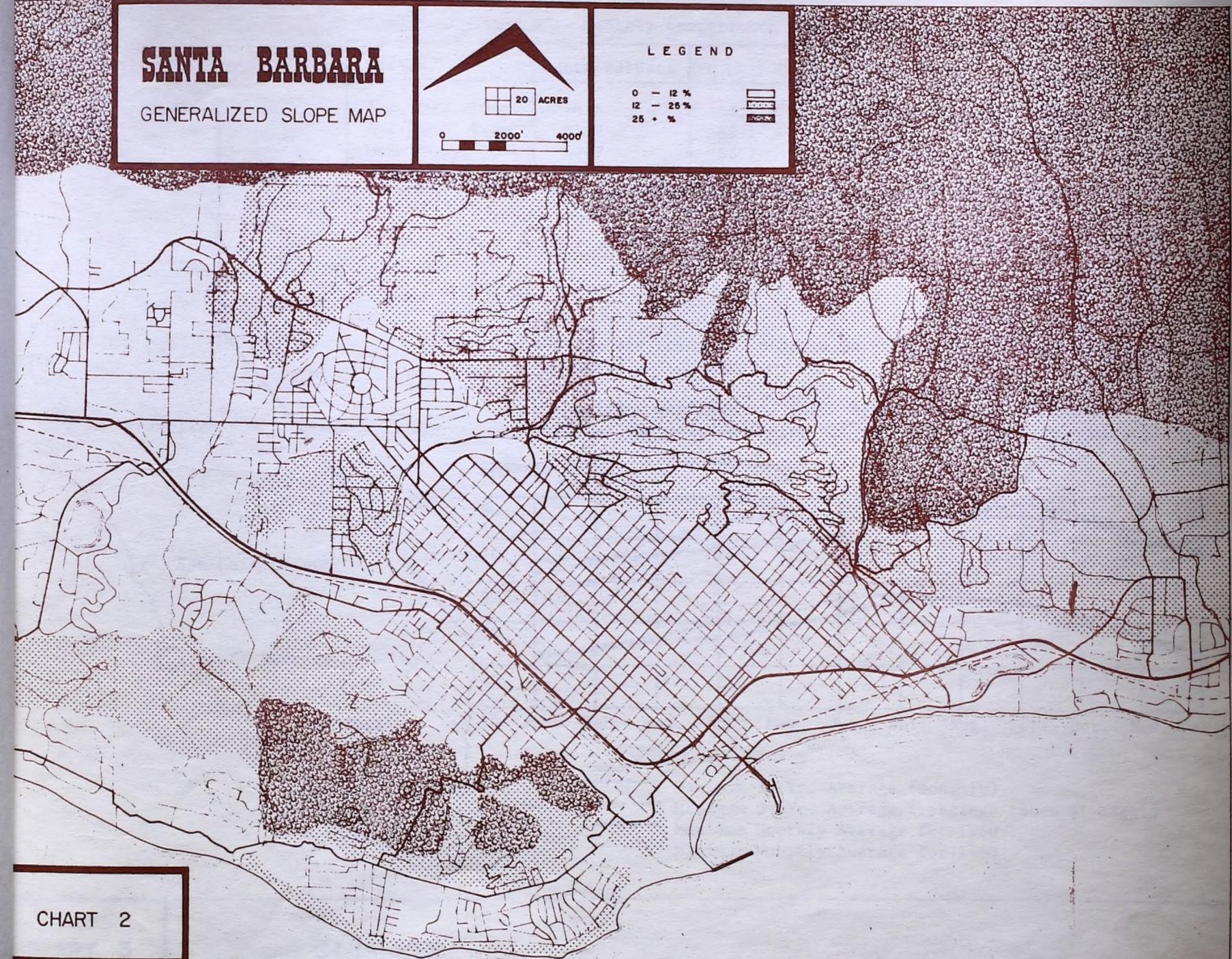


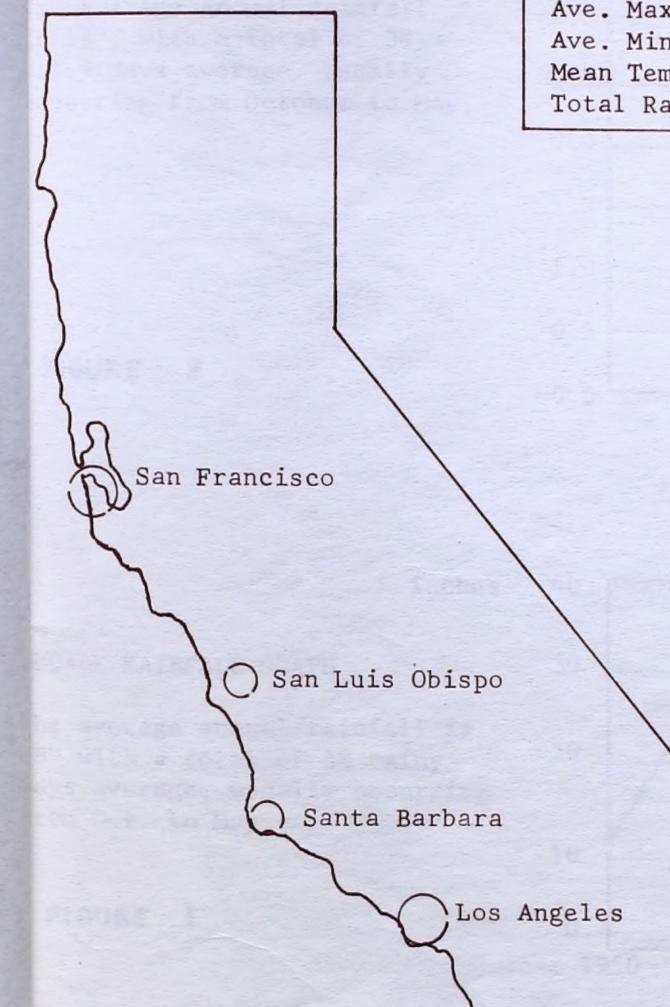
LEGEND

0 - 12%
12 - 25%
25 + %



CHART 2





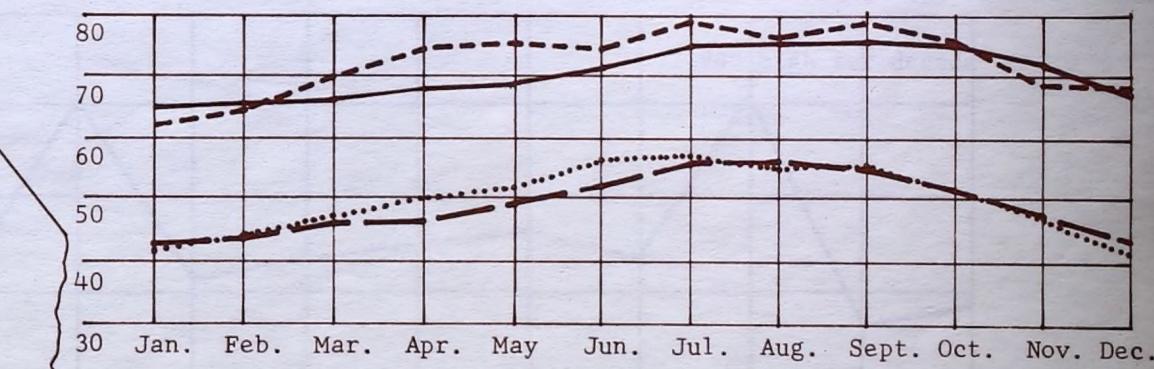
CLIMATE COMPARISONS: Monthly temperature comparisons of 1960

Cities	Santa Barbara	San Luis Obispo	Los Angeles	San Francisco
Ave. Max. Temp.	74.5	68.2	74.0	62.5
Ave. Min. Temp.	51.2	45.1	53.5	46.0
Mean Temp.	62.7	56.7	63.9	57.2
Total Rainfall	24.95 in.	14.68 in.	14.54 in.	17.43 in.

Average air movement in Santa Barbara is less than four miles an hour.

No humidity readings are taken here but due to the equable climate, there is generally not much discomfort from humidity.

CLIMATE CHART:



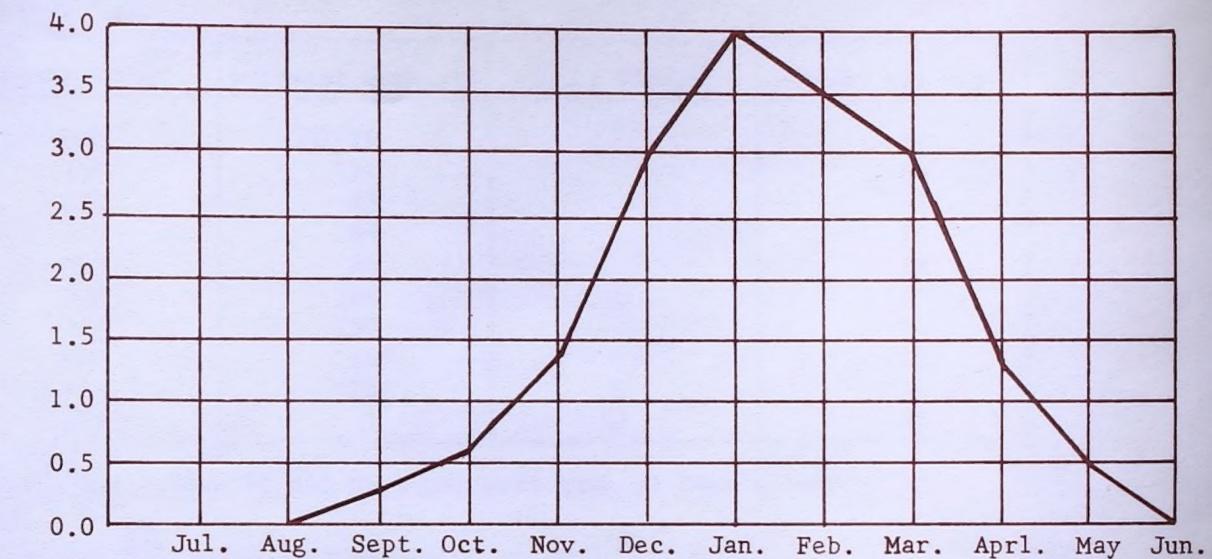
- Maximum 34 Yr. Average (monthly)
- Minimum 34 Yr. Average (readings taken at night)
- - - Maximum Monthly Average for 1960
- · · Minimum Monthly Average for 1960

CHART 4**PRECIPITATION**

inches

AVERAGE RAINFALL FOR 1960

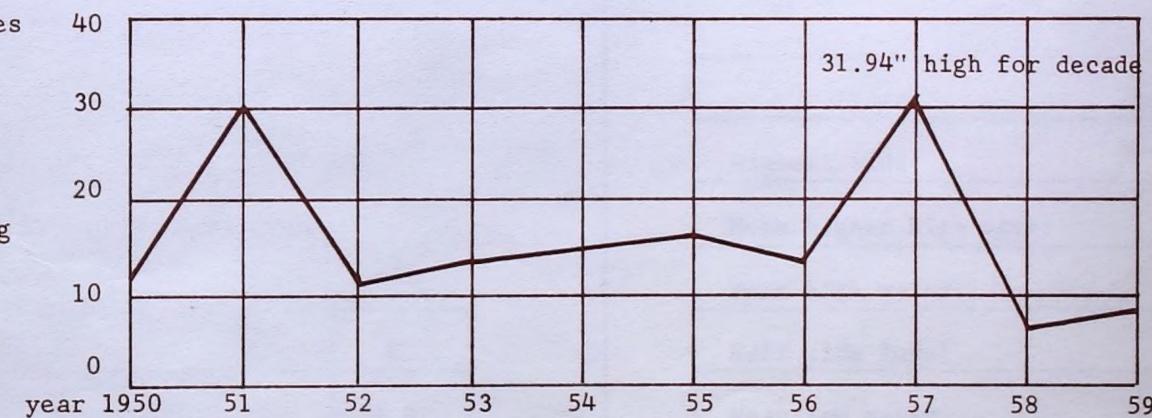
The average annual rainfall is 18", with a total of 38 rainy days average, usually occurring from October to May.

FIGURE 2

inches

DECADE RAINFALL GRAPH

The average annual rainfall is 18" with a total of 38 rainy days average, usually occurring from Oct. to May.

FIGURE 1

SANTA BARBARA SUN CHART 1951-1960

year	sunny days	overcast mornings	partly cloudy	cloudy all day
1951	234	79		52
1952	184	121		60
1953	221	97		47
1954	210	85		70
1955	195	94		76
1956	225	106		35
1957	209	109		47
1958	184	129		52
1959	204	70	57	34
1960	236	41	45	44

Clear skies prevail approximately 262 days per year with 52 days cloudy.

FIGURE 1

WIND

Percent of the time that the wind blows from different directions.

	%		%
North	2.3	South	5.9
Northeast	2.3	Southwest	13.6
East	2.4	West	11.1
Southeast	23.7	Northwest	14.6
Calm	24.2		

FIGURE 2

CHART 5

CLIMATE

TIDES

tides	feet
Highest tide	7.40
Mean higher high water	5.30
Mean high water	4.60
Half tide level	2.80
Mean low water	1.00
Mean lower low water	0.00
Lowest tide	2.50

FIGURE 3

ACREAGE AND F.O.B. VALUE (thousands of dollars) OF AGRICULTURE PRODUCTS

Agr. Products	1939 (value) (acres)	1949 (value) (acres)	1959 (value) (acres)	
Fruit and Nut Crops	\$ 3,574	\$ 9,666	13,205	\$12,373 13,368
Truck Crops	5,936	17,852	35,182	18,194 28,252
Field Crops	4,717	7,249	91,562	13,466 505,282*
All Crops	14,227	34,767	139,949	44,034 546,902
Livestock & Livestock Products	5,386	18,069	610,000	24,365 426,000**
Total F.O.B. value	\$19,613	\$52,836		\$68,399

* Includes 425,383 acres of range pasture not included in previous years.

** 1958 figure

Source: Agriculture Crop Report, Department of Agriculture, Santa Barbara County, 1939, 1949, 1959.

EMPLOYMENT BY TYPE OF BUSINESS IN THE SANTA BARBARA AREA

Type of Business	July, 1955	July, 1956	July, 1957	July, 1958
Agriculture, forestry, fishing	1500	1400	1250	1200
Mining	100	100	150	100
Contract construction	1600	1800	2300	2200
Manufacturing	1600	1800	2000	2000
Transportation, utilities & communication	1000	1100	1300	1300
Wholesale & retail trade	7000	7300	6800	6900
Wholesale trade	NA	NA	1100	1100
Retail trade	NA	NA	5700	5800
Finance, insurance & real estate	1400	1500	1500	1500
Service	8300	9100	9900	10200
Government	1800	1900	1800	1900
	24,300	26,000	27,000	27,300

Source: Research Department, Security First National Bank, March 9, 1959.

The areas included in these figures are Santa Barbara, Montecito, Hope Ranch, and Goleta. Employment includes wage and salary workers, proprietors, self-employed, un-paid family workers, and domestics. Government employees engaged in a type of work also performed by private industry are included in the count of the industry.

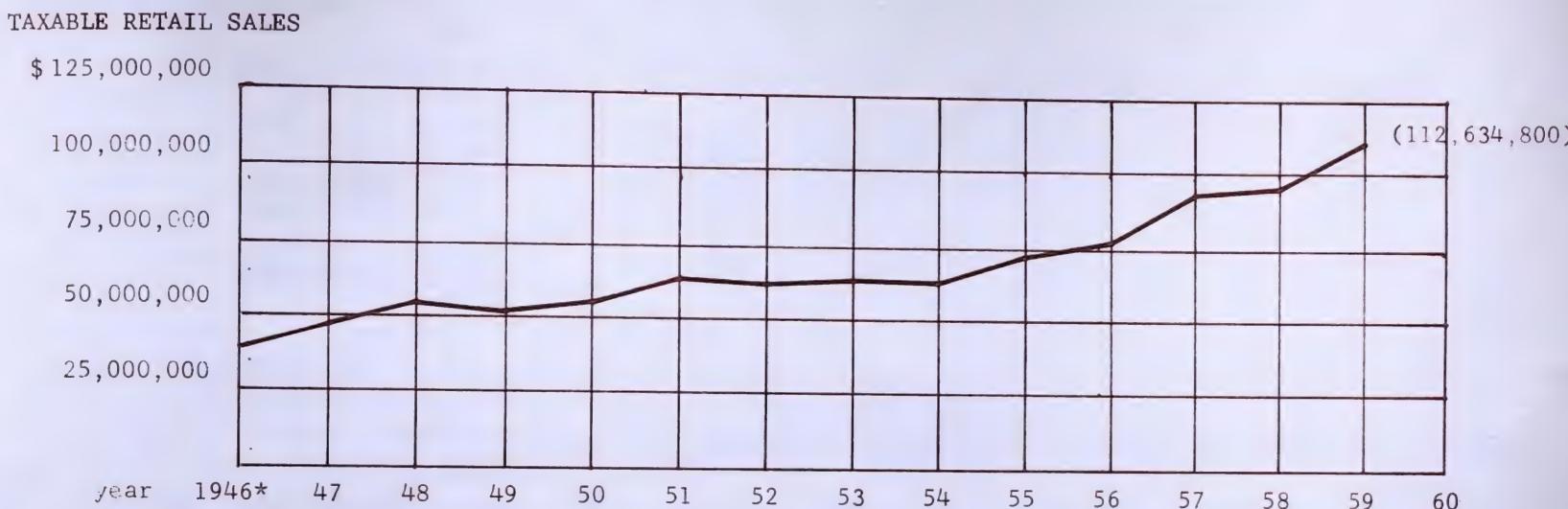
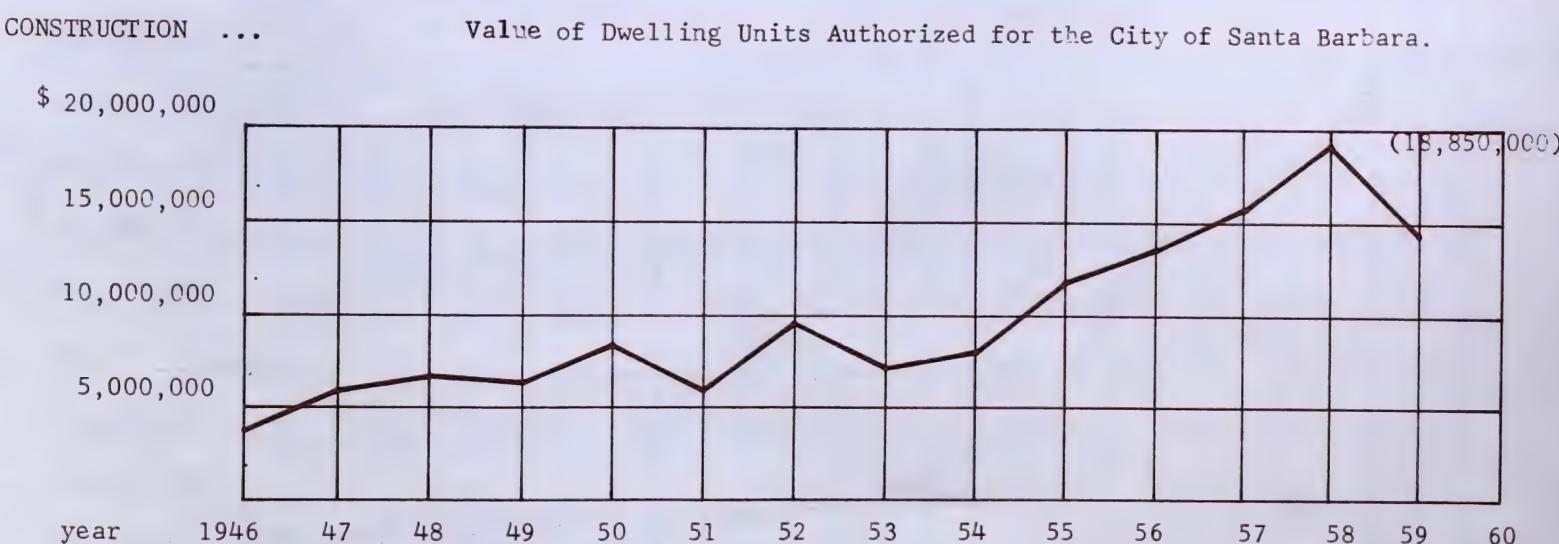


FIGURE 1

1946* first year of collection (Treasury Department Reports)



Source: Chamber of Commerce, Santa Barbara, California

FIGURE 2

CHART 7

TAXABLE RETAIL SALES AND CONSTRUCTION

AVERAGE TAXABLE INCOME*

Year	Santa Barbara	California	Santa Barbara	Ratio
				California
1950	\$7,388	\$6,682	100.0	100.0
1951	7,478	6,567	101.2	98.3
1952	8,233	7,061	111.4	105.7
1953	8,411	7,478	113.8	111.9
1954	8,819	7,545	119.4	112.9
1955	9,633	7,799	130.4	116.7

* note this does not include single persons whose income is less than \$200 or married couples whose combined incomes are less than \$3500.

Source: Halterman, J. Fred, The Impact of Population Growth in the South Coastal Area of Santa Barbara County, 1957.

FIGURE 1

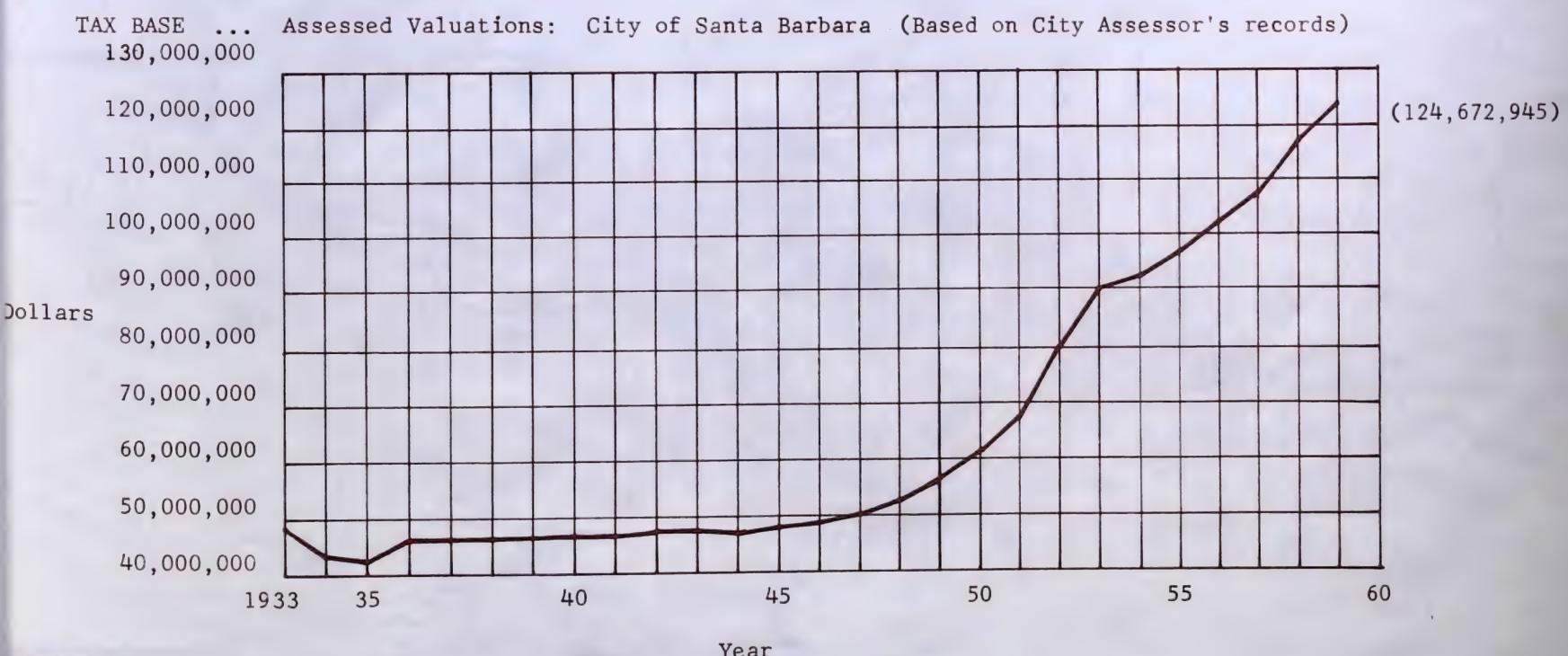
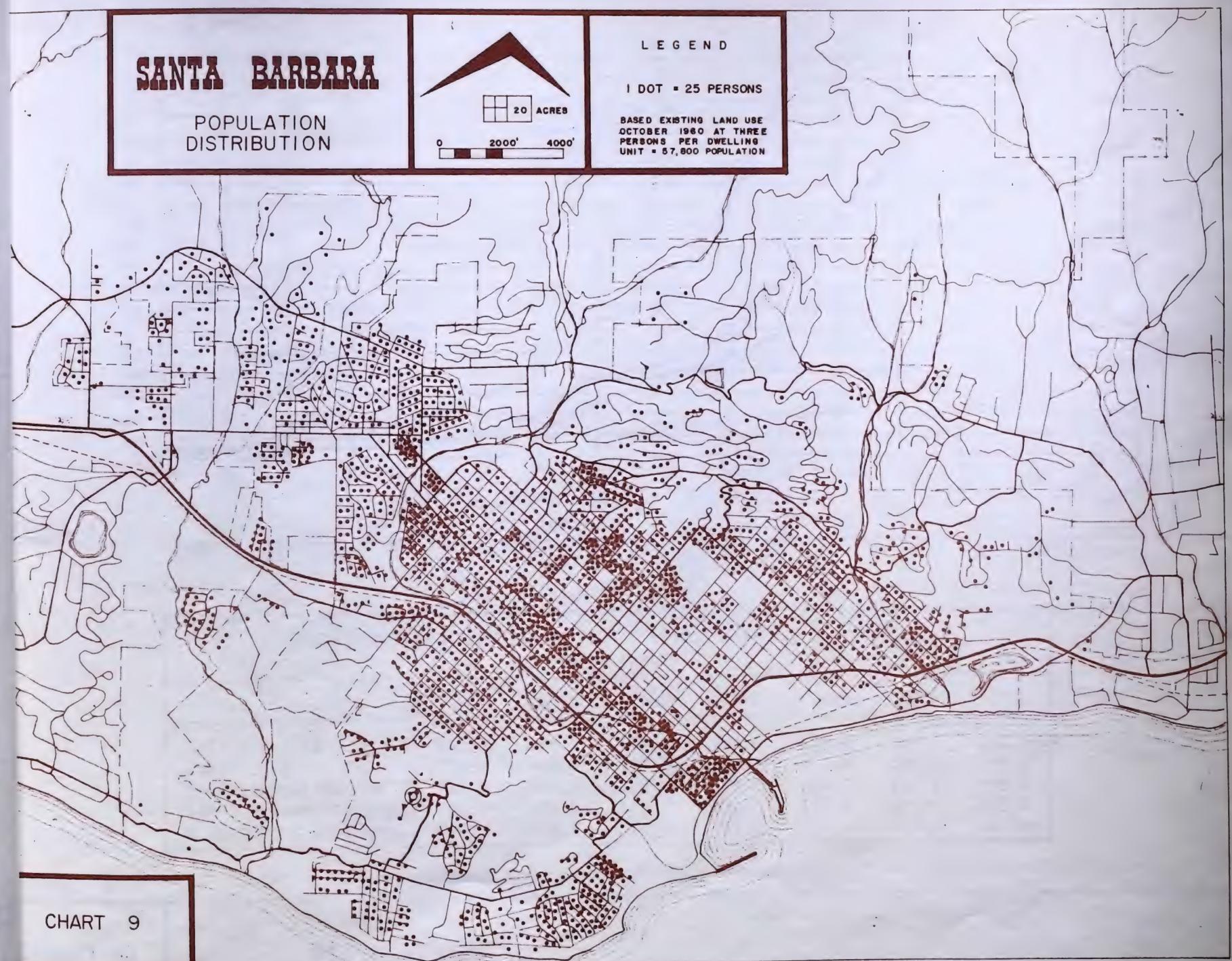


FIGURE 2

CHART 8

TAX BASE AND AVERAGE TAXABLE INCOME



RATE OF POPULATION GROWTH

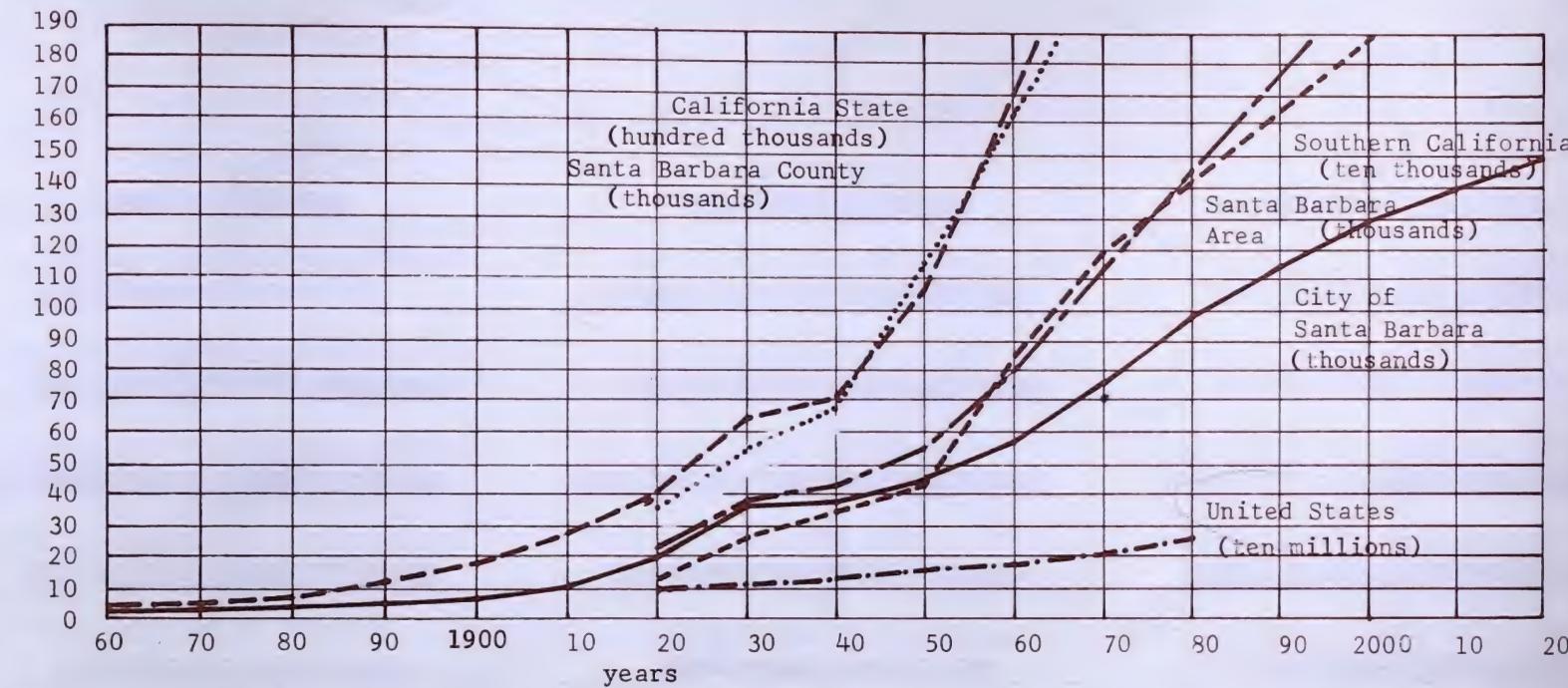


FIGURE 1

POPULATION COMPARISON TABLE: *1920 - 1960, Projected to 1980
(growth in percent)

	1920	1930	1940	1950	1960	1970	1980
United States	100.0	116.2	124.8	142.5	169.4	187.5	232.1
California	100.0	163.5	199.0	305.0	446.0	596.0	735.0
Southern California	100.0	219.0	276.0	419.0	650.0	900.0	1130.0
Santa Barbara County	100.0	158.6	173.1	239.0	410.0	610.0	805.0
S.B. City & Environs.	100.0	172.7	185.4	245.5	359.0	518.0	663.0

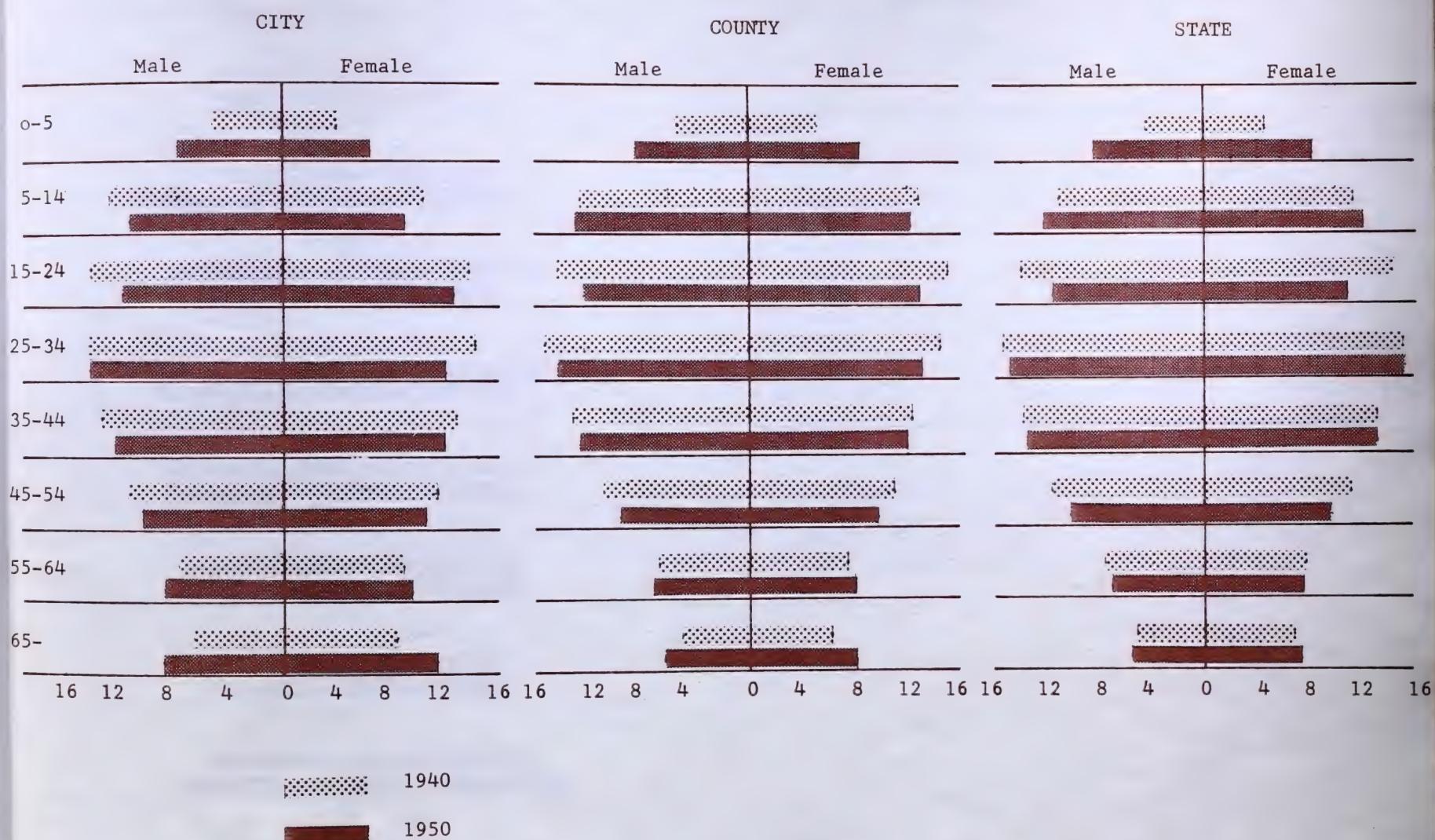
FIGURE 2

*Based on figures obtained from County Planning Department

CHART 10

POPULATION

PERCENTAGE OF TOTAL POPULATION



Source: Halterman, J. Fred, The Impact of Population Growth in the South Coastal Area of Santa Barbara County.

CHART II

POPULATION

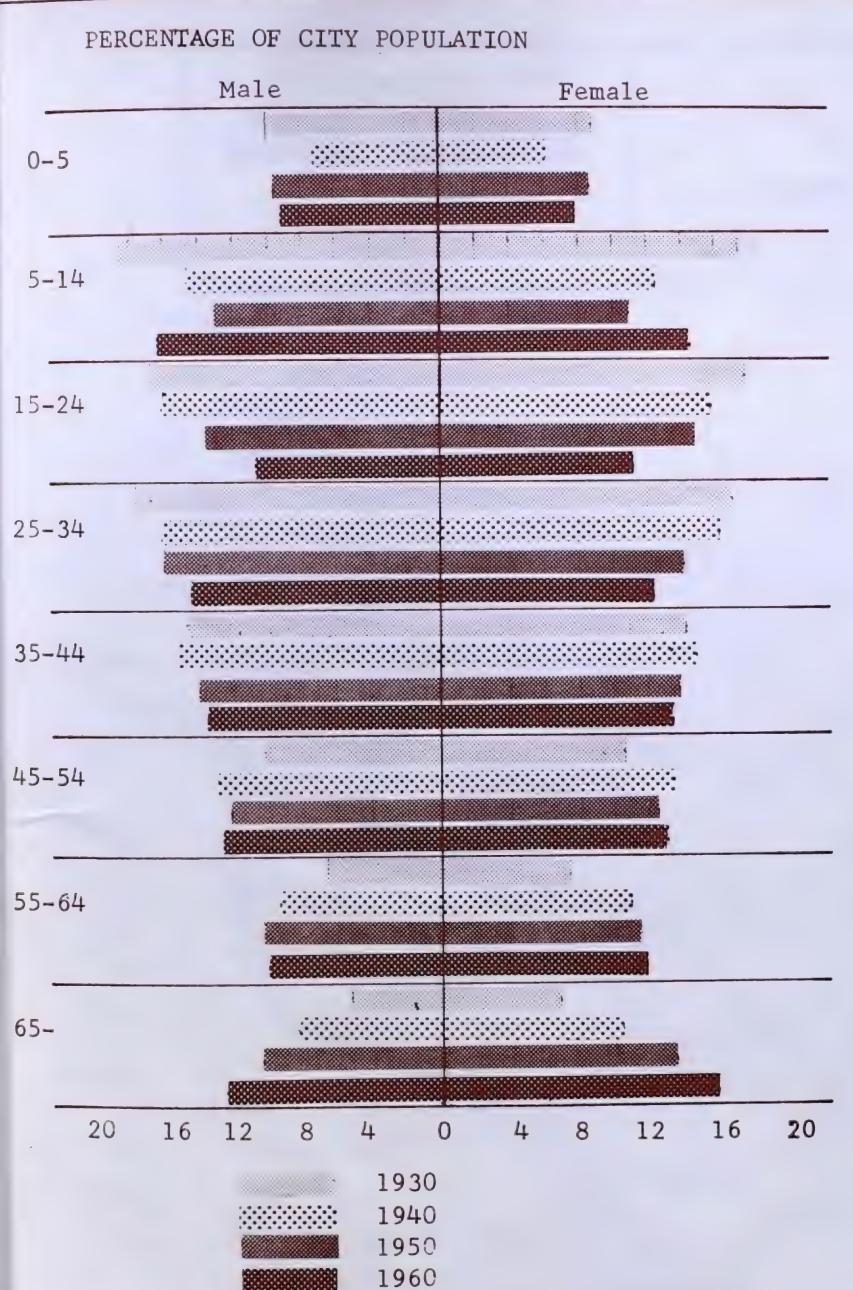


CHART 12

FIGURE 1

POPULATION

COMPARISON OF POPULATION FOR YEARS 1950, 1955, & 1960
(comparison by percentage)

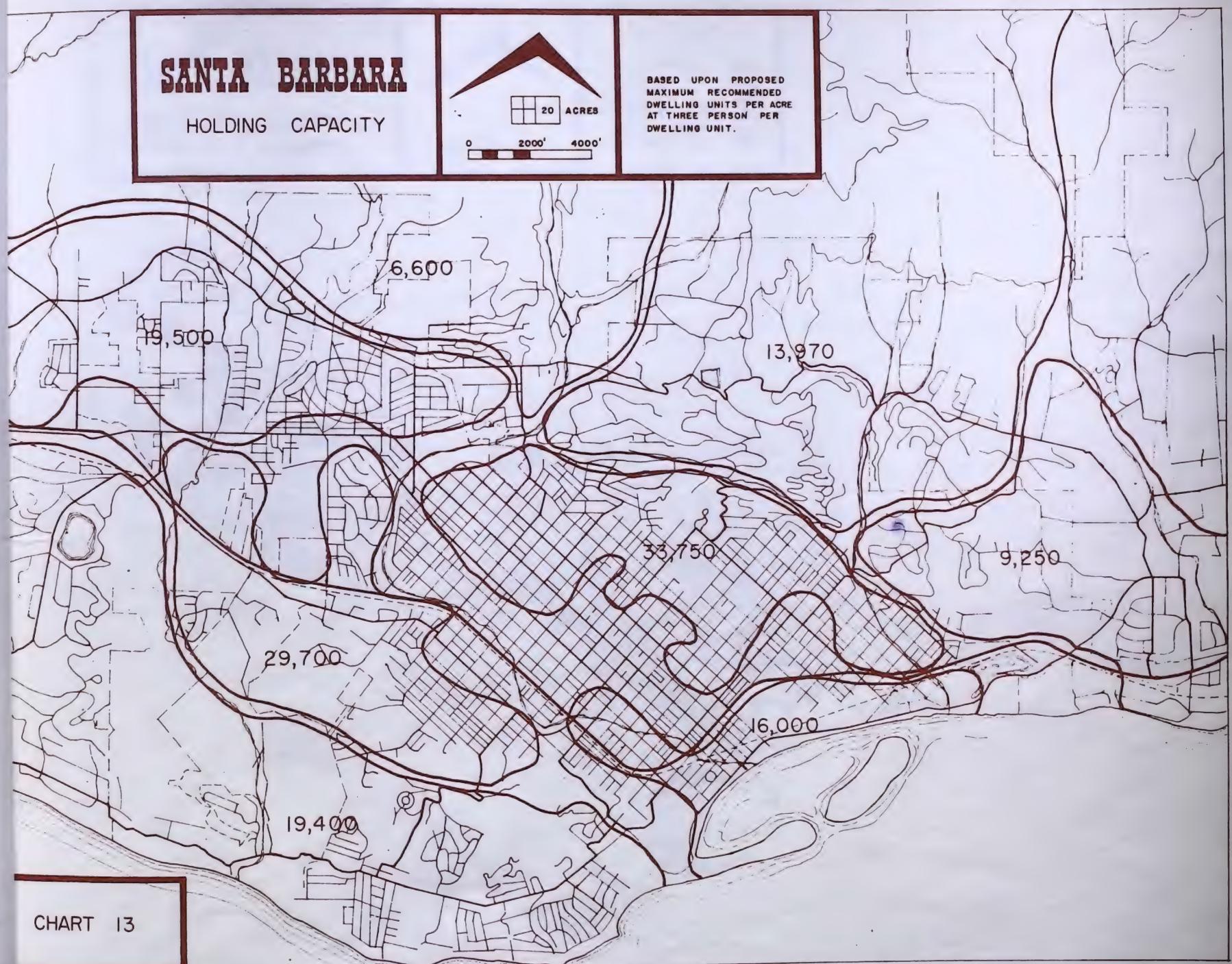
age	U. S. Census		Santa Barbara Survey **	
	1950*	1955	age	1960
under 5	9	8.7	under 5	11.8
5 - 14	12	15.5	5 - 12	16.1
15 - 24	14	11.0	13 - 21	14.9
25 - 44	30	26.9	22 - 45	30.1
45 - 54	13	12.9	46 - 55	11.4
55 - 64	11	11.0	56 - 65	6.9
65 and up	12	14.3	66 and up	10.4

* Percentages are rounded off

** Santa Barbara Survey taken January, 1961, by this planning group.

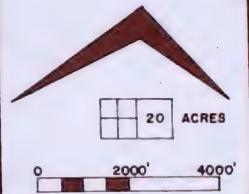
FIGURE 2

STUDIES



SANTA BARBARA

GENERALIZED LAND USE
EXISTING AS OF OCTOBER 1960



LEGEND

- SINGLE FAMILY
- MULTIPLE
- COMMERCIAL
- INDUSTRIAL
- PUBLIC - QUASI PUBLIC
- AGRICULTURAL
- VACANT
- HOSPITAL

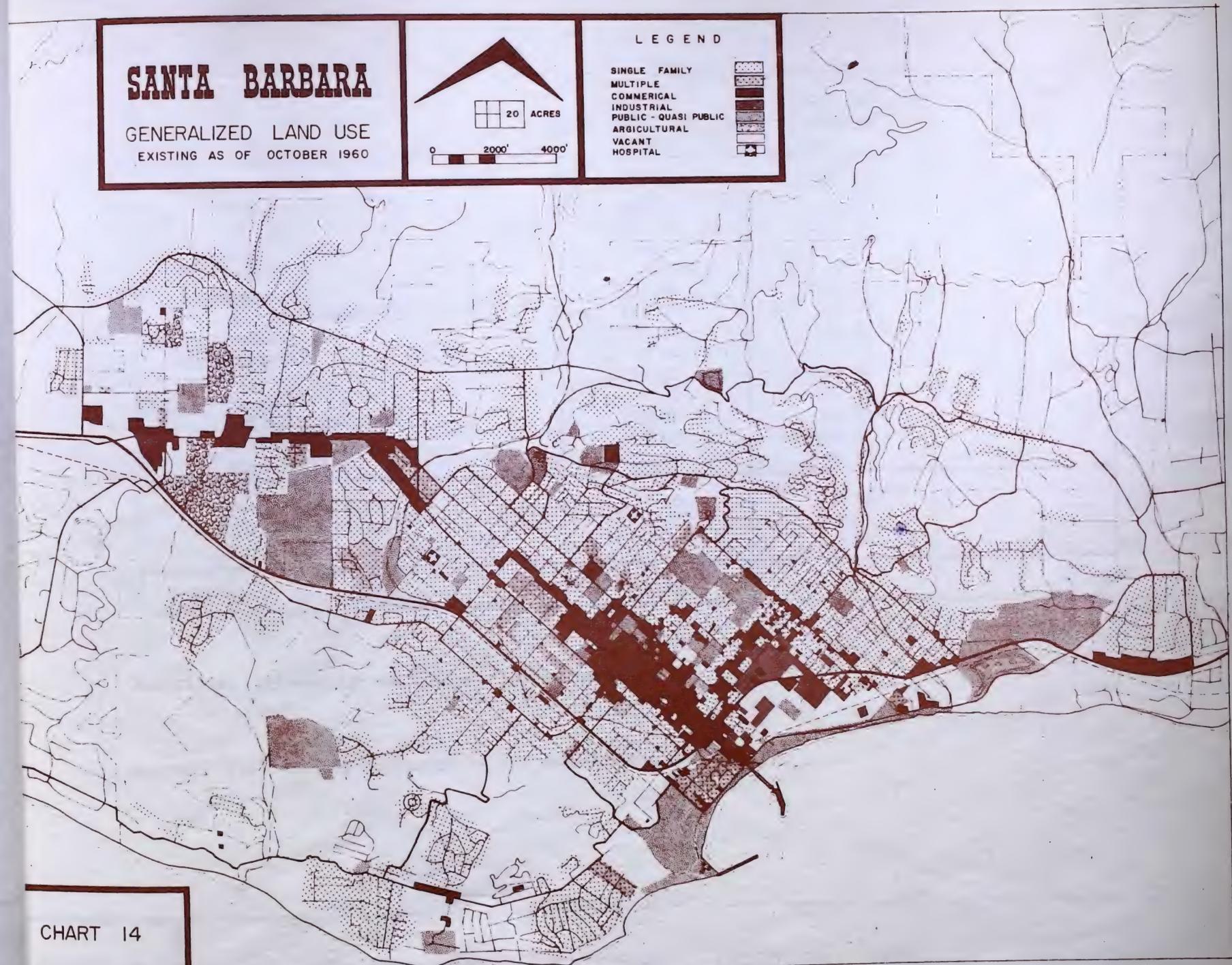


CHART 14

LAND USE

Land Use	Area in Acres as Zoned	Area in Acres as Used	Acres/100 Persons Existing
One Family	8,273.49	3,060.71	5.27
Two Family	647.97	81.79	0.14
Multiple	1,509.70	236.98	0.40
Professional	56.13	11.90	0.02
Research	6.13	6.13	0.01
Commercial	731.65	422.39	0.72
Service-Commercial	196.40	0.00	0.00
Industrial	278.00	70.76	0.12
Railroad	0.00	46.73	0.00
Airport	1,018.00	1,018.00	0.00
Parks	0.00	102.58	0.17
Public-Quasi Public	0.00	406.52	0.70
Street	0.00	2,010.50	0.00
Miscellaneous	0.00	80.43	0.13
Total Land Area	12,717.47	0.00	
Total Vacant Area		5,162.05	
Total Developed Area		7,555.36	
Total Area Surveyed	12,717.47	12,717.47	

Additional information on land use may be obtained in Appendix C

Source: Field survey conducted by the planning group

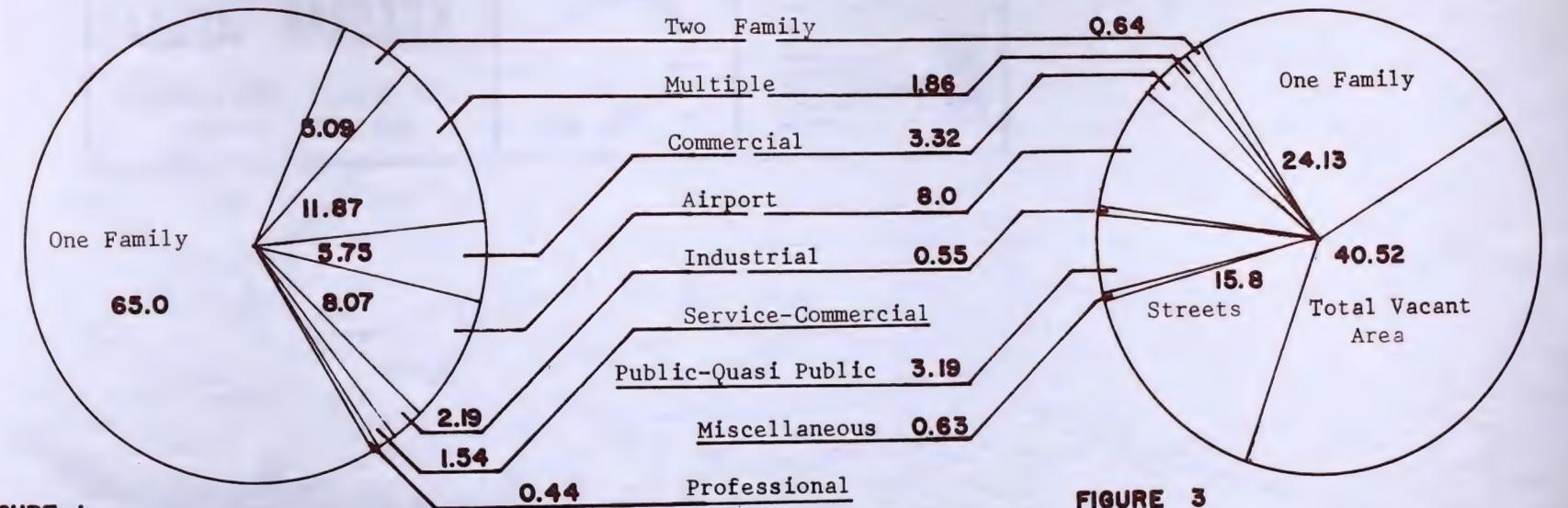


FIGURE 1

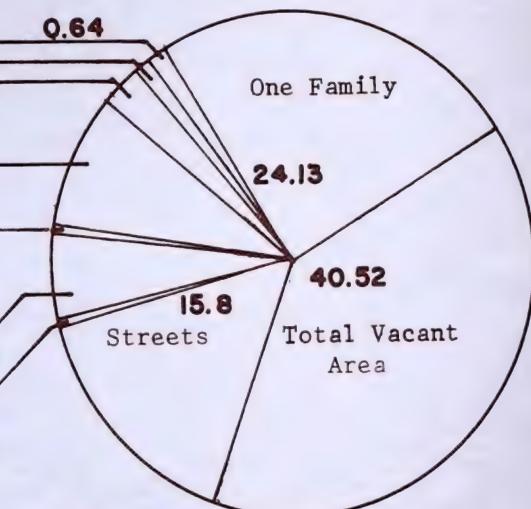


FIGURE 3

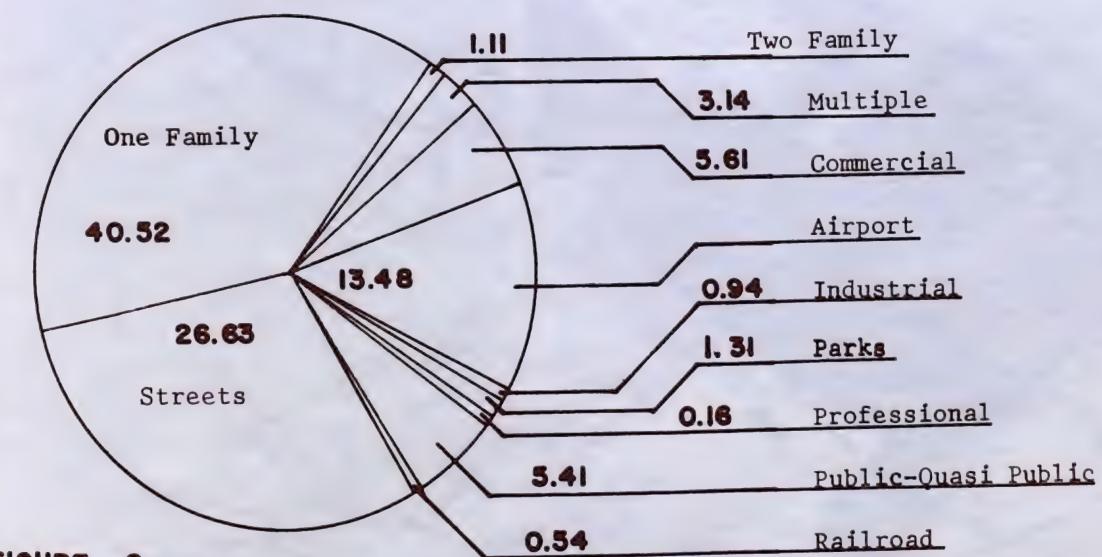


FIGURE 2

Figure I
PERCENT OF TOTAL LAND AREA
AS ZONED

Figure II
PERCENT OF TOTAL DEVELOPED
AREA AS USED

Figure III
PERCENT OF TOTAL LAND AREA
AS USED

Reference: Chart 15

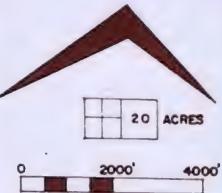
CHART 16

LAND USE

EXISTING OCTOBER 1960

SANTA BARBARA

GENERALIZED ZONING MAP
SEPTEMBER - OCTOBER 1960



LEGEND

- SINGLE FAMILY
- DUPLEX
- MULTIPLE
- PROFESSIONAL
- COMMERCIAL
- SERVICE - COMMERCIAL
- RESEARCH
- INDUSTRIAL

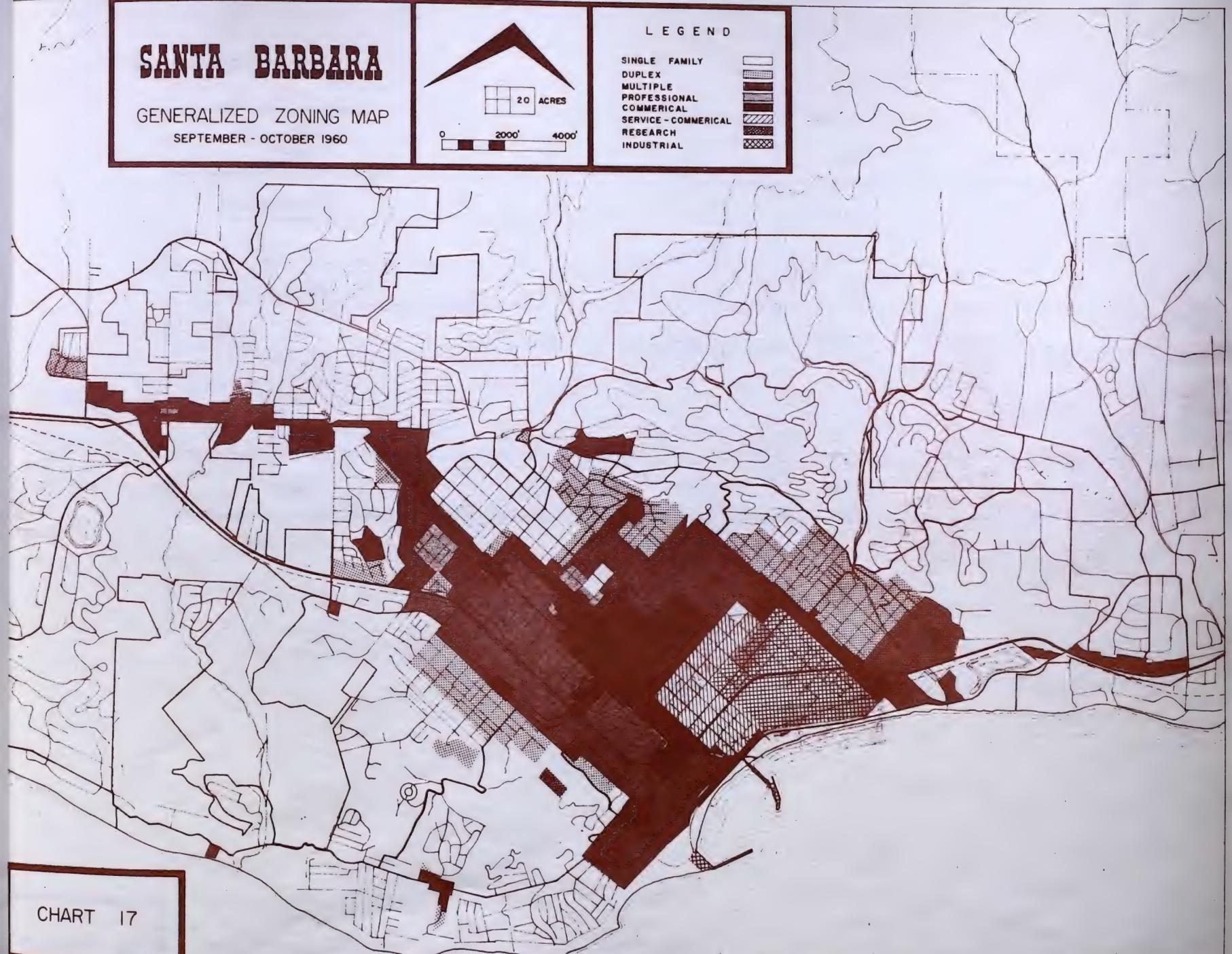


CHART 17

SANTA BARBARA COUNTY

Item	1957	1958	1959	1960
Automobiles	53,131	59,291	64,404	74,721
Trucks	8,718	10,275	10,801	11,735
Motorcycles	403	508	660	872
Population	136,000	144,000	150,000	168,000

STATE

Item	1957	1958	1959	1960
Automobiles		6,013,519	6,371,875	6,751,313
Trucks		871,859	928,153	928,821
Motorcycles		60,278	68,778	75,590
Population				15,500,000

RECREATION STANDARDS AND SUMMARY OF EXISTING FACILITIES*

Playground (neighborhood)

Standard: 2-6 acres
one acre per 800 population
service radius is $\frac{1}{4}$ to $\frac{1}{2}$ mile

Existing:	7 parks with less than 2 acres	(7 acres total)
	10 parks with between 2-6 acres	(40.3 acres total)
	9 are very limited in available facilities	
	4 parks with between 6-12 acres	(36 acres total)
	2 are very limited in available facilities	

Playfield (community)

Standard: 12-20 acres
one acre per 800 population
serving up to 20,000 persons
service radius is $\frac{1}{4}$ to 1 mile

Existing:	3 parks with between 12-20 acres	(47.2 acres total)
	1 park with 48.4 acres	
	(27 acre pond, 11 acre turf, 10.37 undeveloped)	

Park (regional)

Standard: greenery, shade trees, lawns, walks, benches
one such area of 100 acres per 40,000 persons

Existing: none

Tot-lots

Standard: 100 ft. x 150 ft., fenced, shaded, swings, slides, sandboxes, etc.
one acre per 10,000 persons

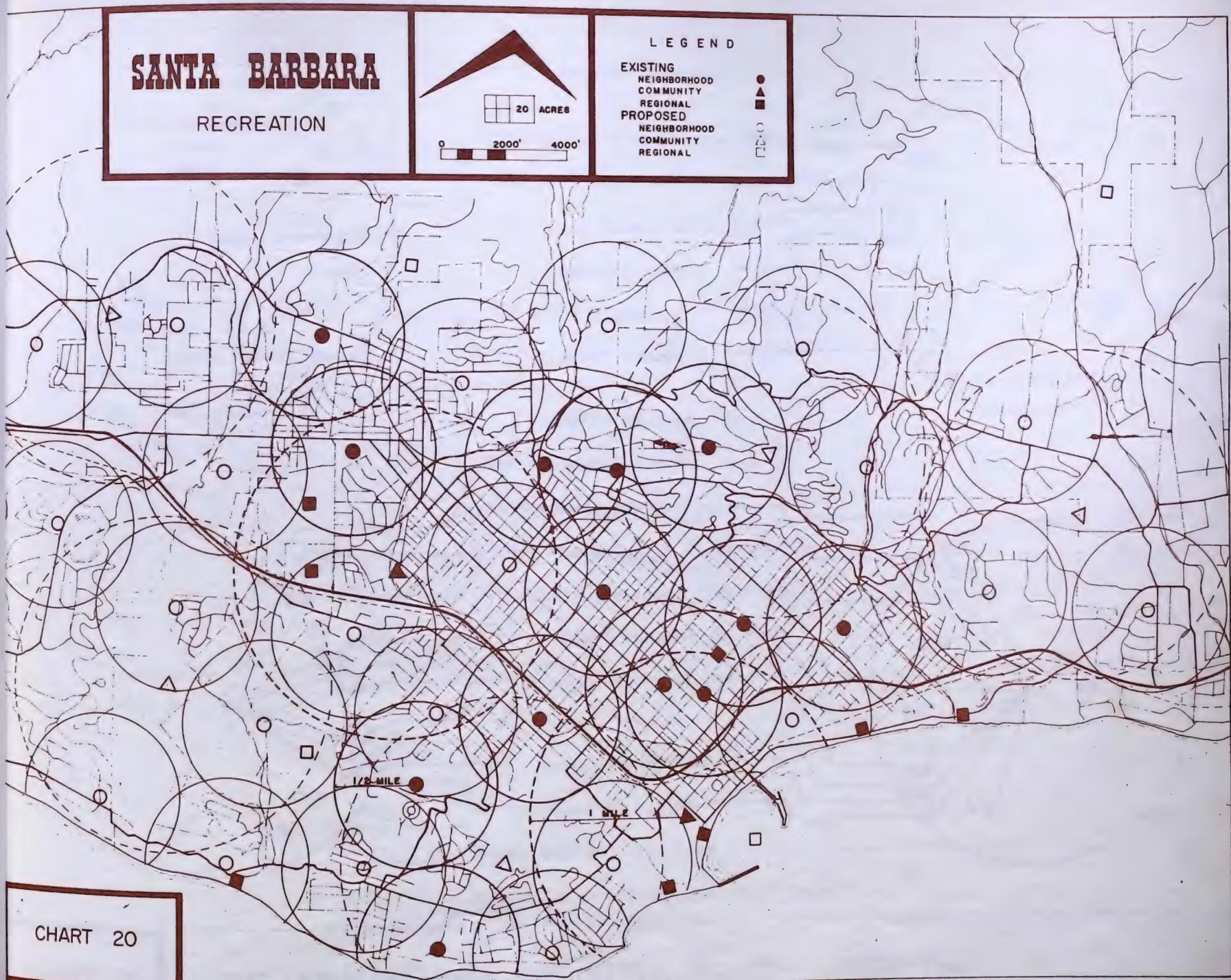
Existing:	7 lots of small acreage
	mostly incorporated with other recreation areas (playgrounds, etc.)

Recreation Center

Standard: Center, gym, arena, auditorium
one per 20,000 persons
service radius is $\frac{1}{2}$ to 1 mile

Existing:	2
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*For precise inventory see Survey of Recreation Facilities on the South Coast Area of Santa Barbara County, by E. L. Bergman and Robert Stansbury, April, 1958



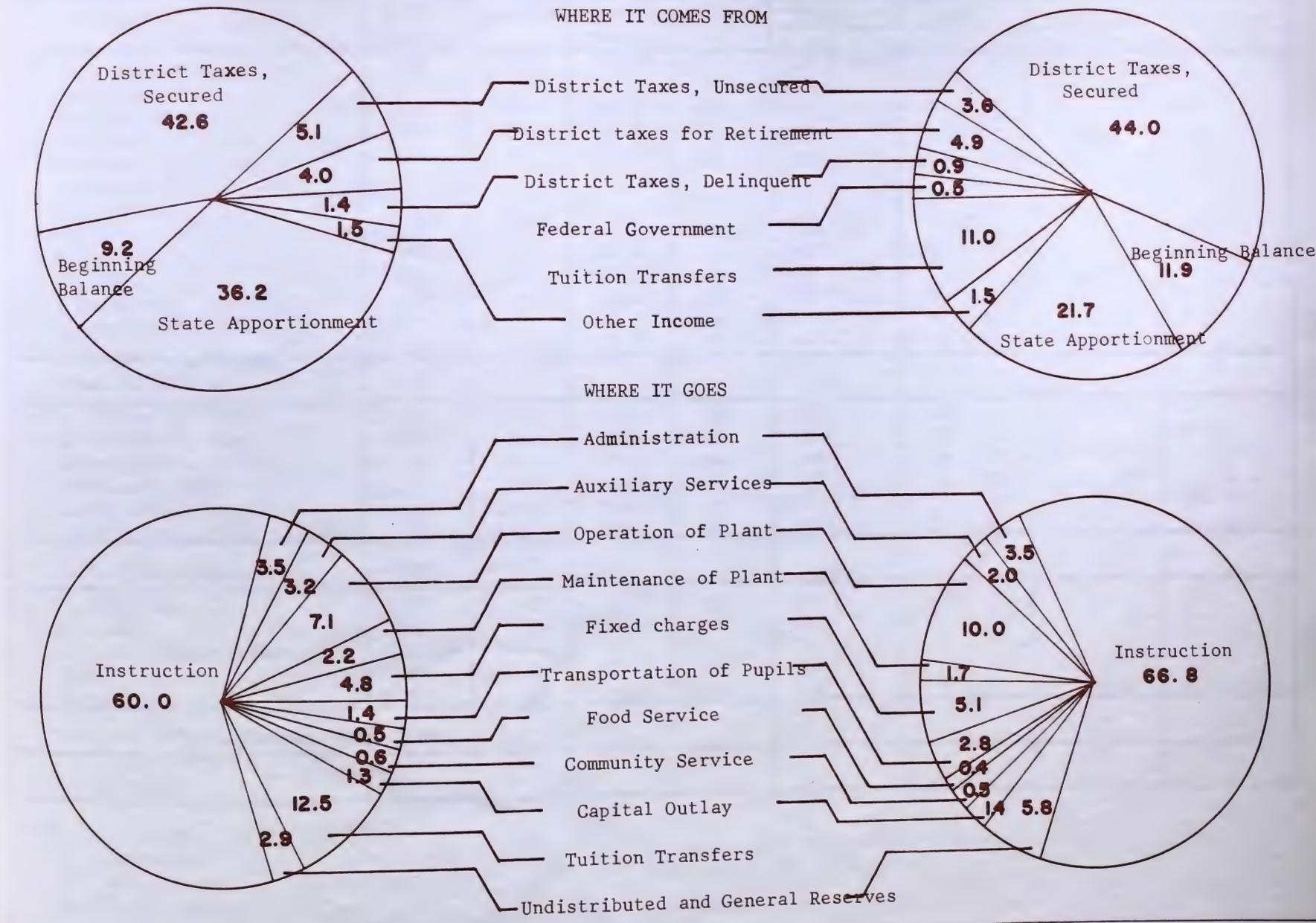


CHART 21

THE EDUCATIONAL OPERATING DOLLAR 1959 - 1960

SANTA BARBARA PROJECT: EDUCATIONAL FACILITIES

	PLANT	TOTAL ENROLLM.	TEACHERS	STUDENT TEACHER	ROOMS	SEATS		SITE		EXPANSION		ADD. ROOMS	
						in use	vacant	play	total	rooms	dates	G-A-C	L-M
1	Adams	361	12	36.08	14	350	100	?	10	-	-	M	
2	Cleveland	277	8	34.6	9	277	-	3	8.5	A-C	?	L	
3	Franklin	669	24	28.9	26	740	-	?	7.1	-	-	A-L	
4	Garfield	300	14	21.5	14	375	-	2	5	-	-	A-L	
5	Harding	617	22	28.0	23	680	20	2.96	5.08	-	-	C	
6	Jefferson **												
7	Lincoln **												
8	McKinley	489	18	27.7	18	528	12	3	5.2	-	-	A-L	
9	Monroe	399	15	26.6	15	498	-	5	10			C-A	
10	Peabody	411	13	31.6	25	455	315		6.77	-	-	A-L	
11	Roosevelt	502	16	31.3	16	510	-	3.5	8.06	-	-	A-L	
12	Washington	526	18	29.2	18	540	40	4	8.2	-	-	M	
13	Wilson	452	17	26.6	17	490	0	3	4	*	-	0	
TOTAL ELEMENTARY		5836											
14	La Colina Jr. High	1284	52	24.7	40	1100	-	20	31	-	-	L	
15	La Cumbre Jr. High	1090	46	23.8	48	1200	-	10	12			A-L-C	
16	Santa Barbara Jr. High	1135	44	25.8	40	1600	-	8	16	4&5 *	'63' 65	A-L-G-C	
17	San Marcos High	1257	63	19.9	49	1280	-	15	43	23	1963	A-G-L	
18	Santa Barbara High	1500	72	20.8	?	?	?	?	39	?	?	A-G-L	
19	Santa Barbara City College	1116	43	25.8	25	885	-	0	45			A-L-Study	
TOTAL HIGH SCHOOL		7382											
20	Cold Spring	203	7	19.0	7			3 ¹ / ₂	6 ¹ / ₃	-	-	A	
21	Ellwood	66	3	22.0	3	76	9	3	5	6	1962	A-C	
22	Goleta * (three plants)	1925											
23	Hope	814	26	31.3	17	816	25		10	13	1961	A	
24	Montecito	383	17	22.5	17	383	13	6	10	-	-	A-C	
TOTAL COUNTY ELEMENTARY		3433											
GRAND TOTAL		16,735											

Additional rooms Key:

G - Gymnasium

A - Auditorium

M - Multi-purpose

C - Cafeteria

L - Library

NOTE:

* estimated from 1959-60 enrollments

** information not available

Source: Planning Group Survey, SE-1

SANTA BARBARA CITY SCHOOLS:

(Santa Barbara School District, Santa Barbara High School District)

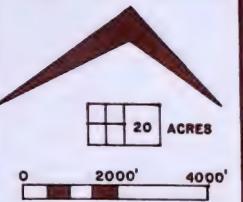
FIVE YEAR TREND IN SCHOOL ENROLLMENTS:

Grades	54-55	55-56	56-57	57-58	58-59	60-61
KDG-6	4951	4956	5290	5632	5787	5836
7-9	2104	2247	2529	2580	2812	3518
10-12	1565	1667	1770	1990	2267	2870
13-14	651	607	675	861	665	1161
Adult	2582	2849	3998	3837	3985	
total	11853	12326	14262	14900	15516	

Source: Stroke, Thomas M., California Editor.

SANTA BARBARA

EDUCATION



0 2000' 4000'

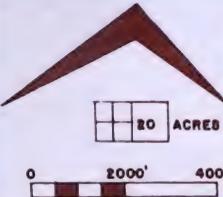
LEGEND
EXISTING
ELEMENTARY
JUNIOR HIGH
SENIOR HIGH
CITY COLLEGE
PROPOSED
ELEMENTARY
JUNIOR HIGH
SENIOR HIGH

CHART 25



SANTA BARBARA

PUBLIC SERVICES



LEGEND
EXISTING
FIRE STATIONS
LIBRARY
PROPOSED
FIRE STATIONS
LIBRARY

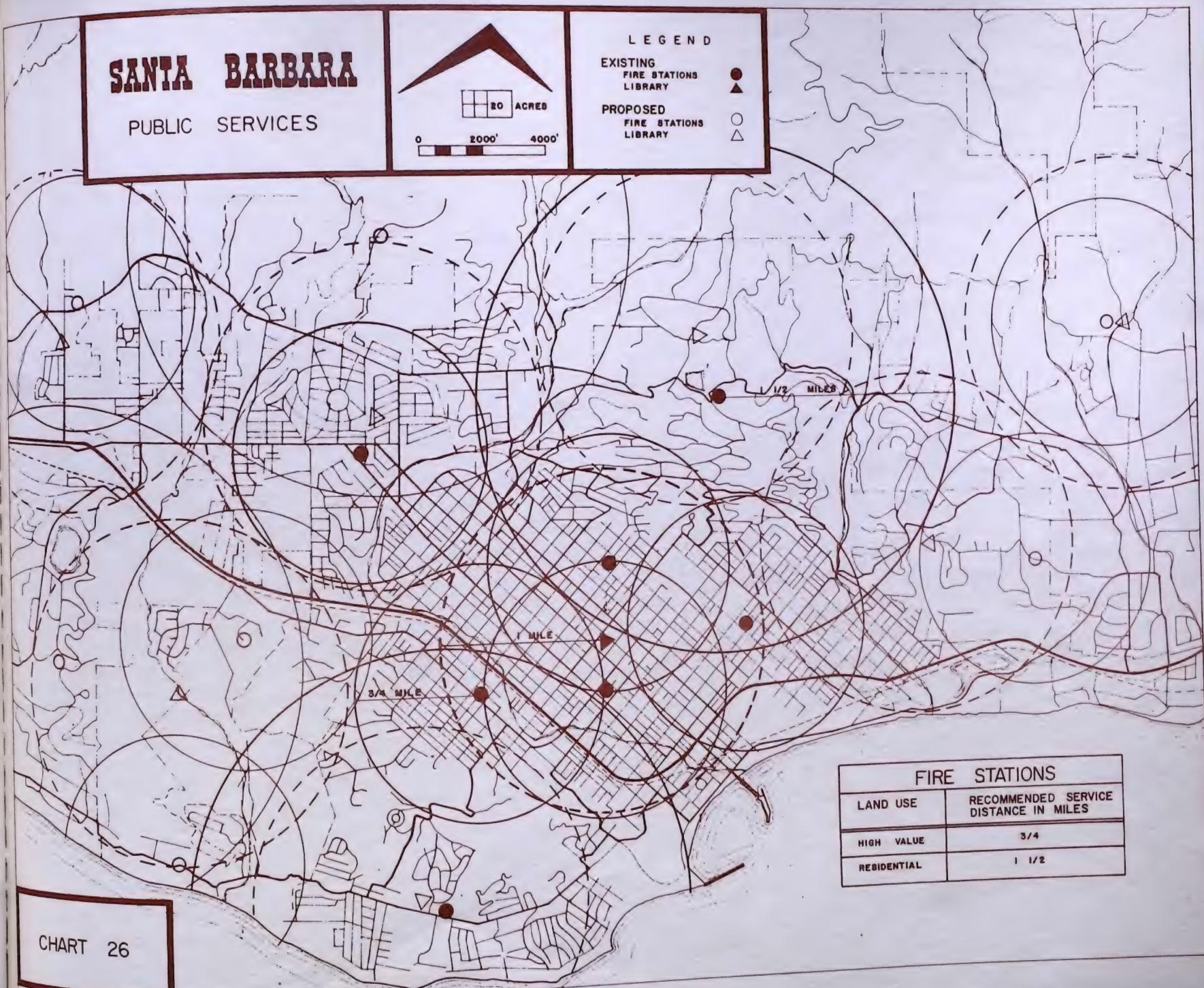
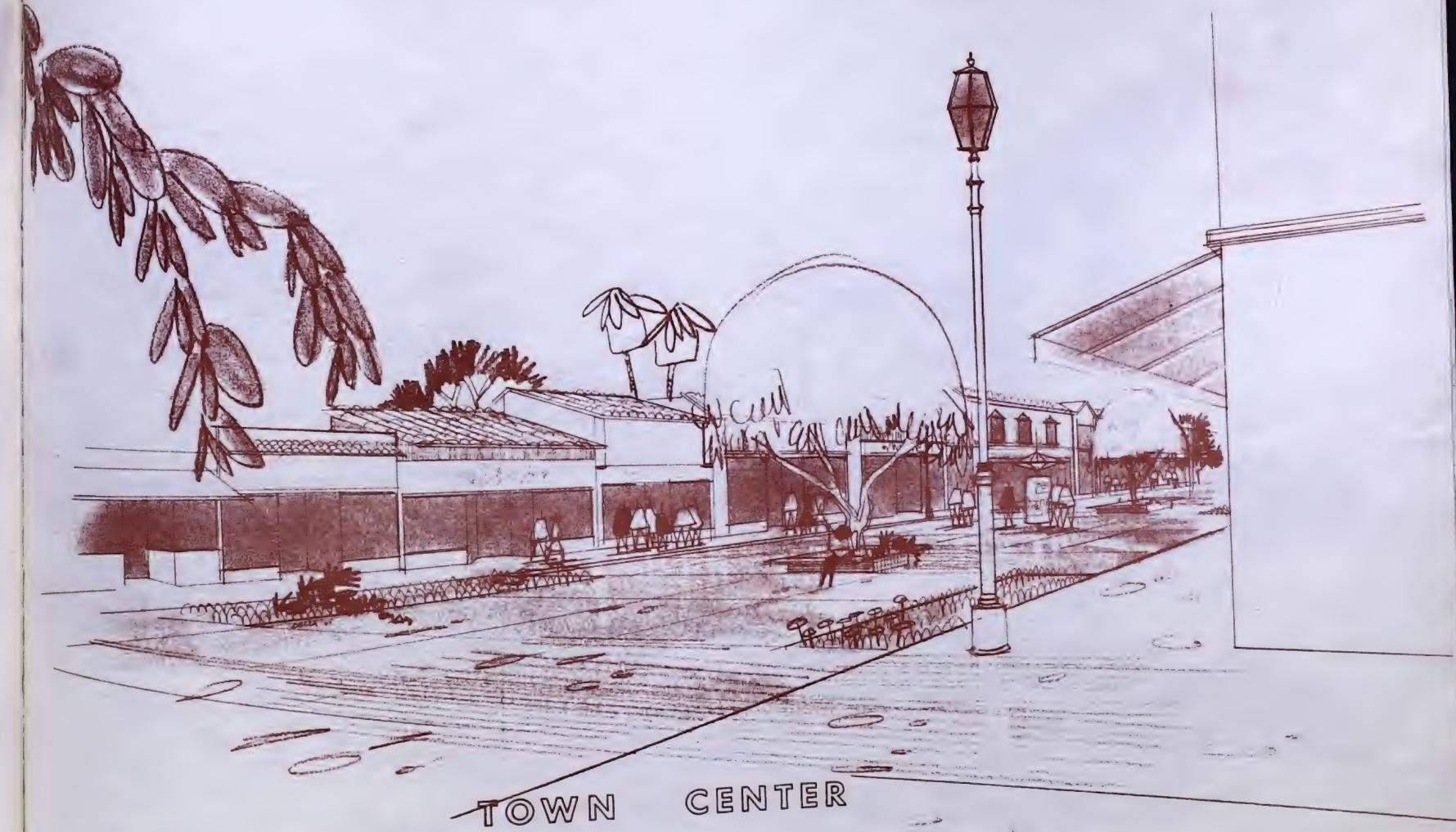


CHART 26



COMMERCIAL PARK





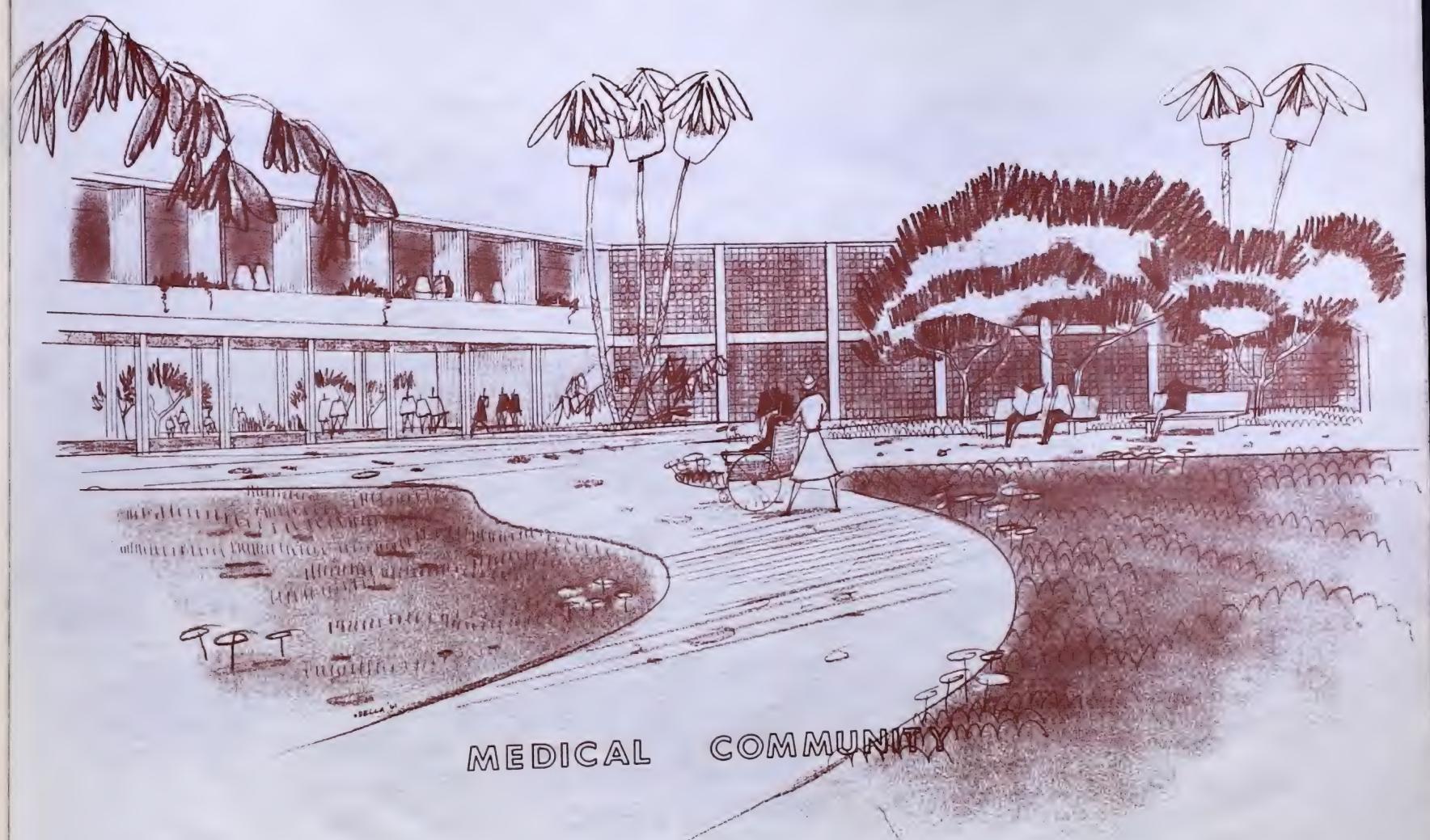
TOWN CENTER



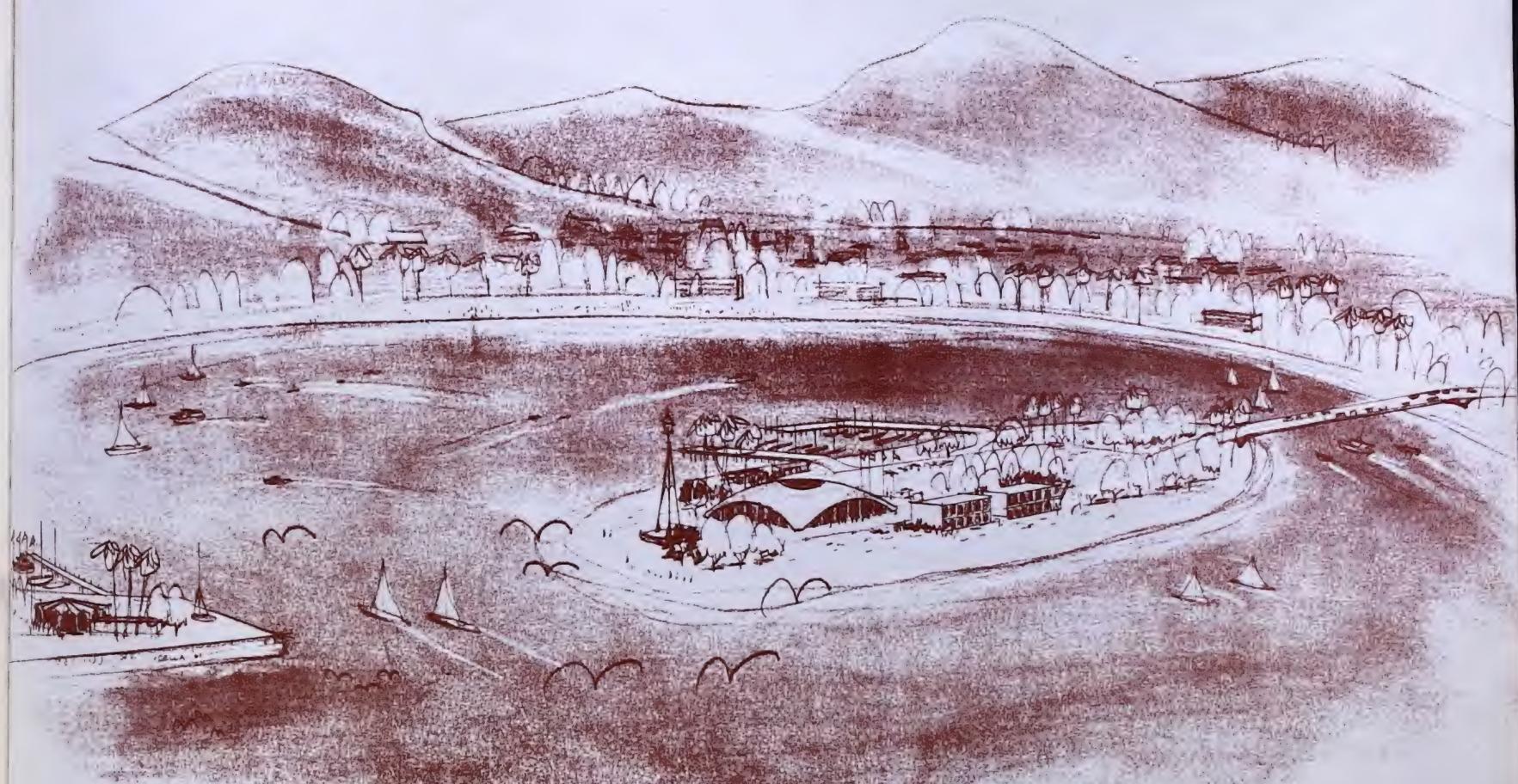
TRANSPORTATION CENTER



BEACH HOTEL DEVELOPMENT



MEDICAL COMMUNITY



ISLAND CONVENTION CENTER

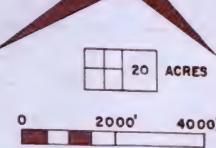


PENINSULA DEVELOPMENT

SANTA BARBARA

QUESTIONNAIRE

JANUARY 1961



INDICATES DIVISION
SECTIONS OF CITY

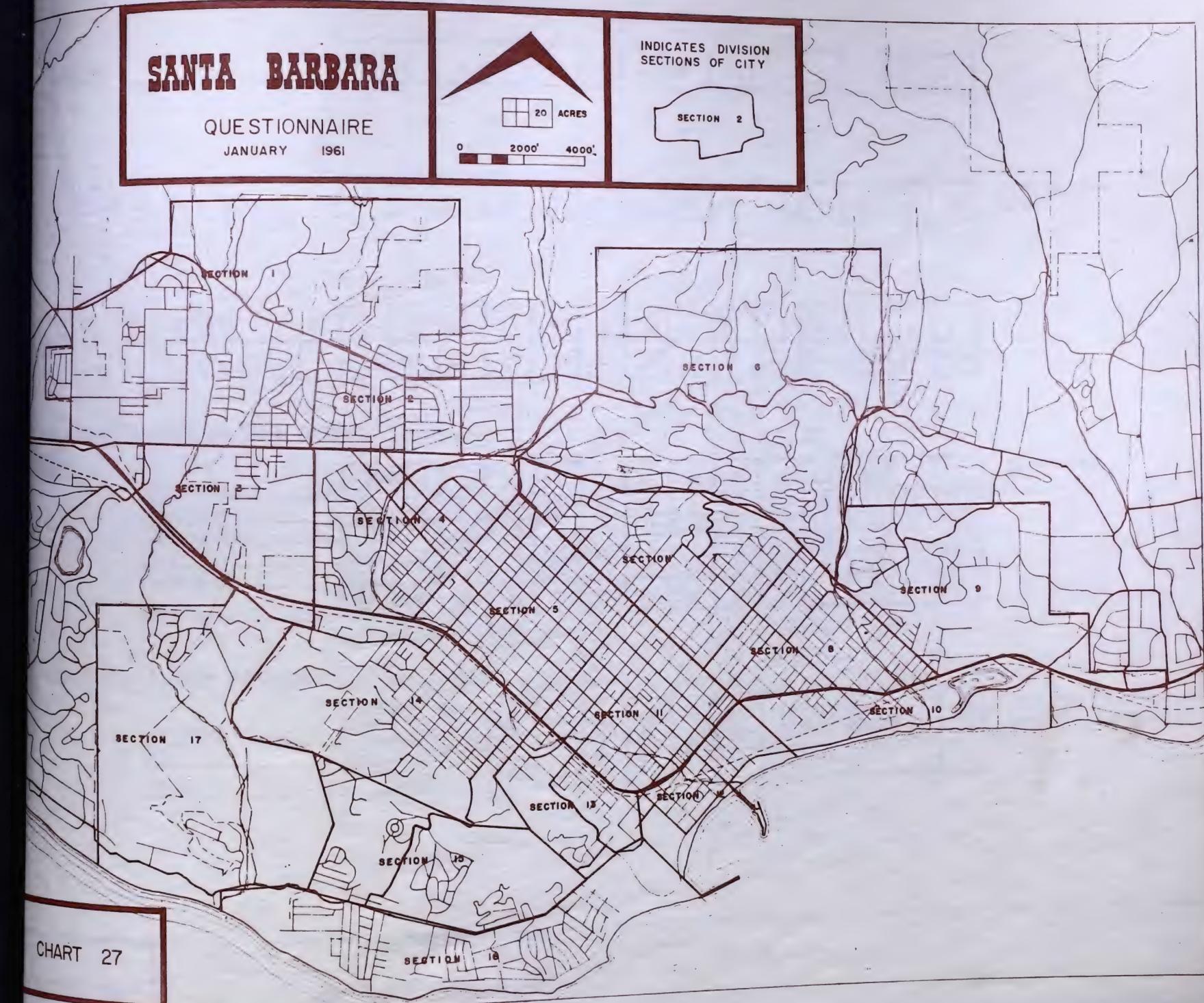


CHART 27

SECTIONS

1	2	3	4	5	6	8	9	10	12	14	15	16	17
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How many years have
you lived in this city?

16	14	8	20	10	14	20	15	17	14	19	7	10	6
----	----	---	----	----	----	----	----	----	----	----	---	----	---

Average for each
section

DO

Rent?	0	11	10	15	66	8	34	10	66	35	16	0	8	8
Own home?	100	89	90	85	34	92	66	90	34	15	84	100	92	92

Percent in each
section

WHY DID YOU MOVE TO THIS CITY?

Retirement	24	13	0	26	50	11	0	16	50	20	13	10	4	0
Employment	33	48	50	23	20	55	31	32	50	27	39	52	46	58
University	0	3	0	3	0	4	0	0	0	0	1	0	7	12
Health	12	8	0	17	10	4	13	4	0	20	16	10	9	12
Climate	3	5	22	6	20	7	0	8	0	20	8	14	7	0
Other	27	28	28	25	0	19	56	40	0	14	23	14	28	18

Percentage

MEMBERS OF FAMILY EMPLOYED

Husband	71	66	100	40	44	69	66	81	33	38	61	86	92	92
Wife	10	30	40	14	22	15	22	33	66	15	27	23	44	25
Other	10	8	10	10	11	15	28	19	0	8	7	13	14	25

Percent of family
members employed

SECTIONS

	1	2	3	4	5	6	8	9	10	12	14	15	16	17
--	---	---	---	---	---	---	---	---	----	----	----	----	----	----

OCCUPATION GROUPS

Retired	22	23	0	45	50	15	5	8	25	20	25	8	3	0
Self employed	18	7	7	11	10	19	10	24	0	0	7	13	7	7
Professional	12	20	25	15	20	53	5	8	50	30	14	25	25	40
Managerial	18	16	17	8	10	3	10	8	0	0	6	8	10	20
Teamster	6	0	0	0	0	0	5	0	0	0	4	4	4	0
Clerical	6	14	25	3	0	0	10	8	25	10	7	13	13	7
Domestic	0	0	8	0	0	3	15	4	0	0	5	0	0	0
Ranch-farm	3	0	0	0	0	0	0	0	0	0	0	0	1	0
Sales	9	0	0	6	0	3	10	12	0	20	11	13	7	20
Skilled	6	20	8	6	0	0	30	20	0	20	14	13	20	7
Unemployed	0	2	0	0	10	0	0	0	0	0	0	0	0	0
Other	6	0	8	6	0	3	0	8	0	0	7	4	9	0

Percent in each occupation group

LOCATION OF EMPLOYMENT

Santa Barbara	74	79	70	97	100	81	83	54	67	80	84	50	74	67
Montecito	0	4	0	0	0	5	6	14	0	0	2	0	0	8
Goleta	9	17	10	0	0	5	10	7	33	0	9	15	12	25
Lompoc	0	0	0	0	0	0	0	4	0	10	0	5	2	0
Summerland-Carpenter	4	0	0	0	0	5	0	4	0	10	0	0	2	0
Oxnard-Ventura	0	0	0	0	0	0	0	7	0	0	0	0	0	0
Other	13	0	20	3	0	5	0	10	0	0	5	30	10	0

Percent working in each area

AUTOMOBILES OWN

1.8	1.3	1.7	1.4	1.0	1.7	1.5	1.8	1.0	0.7	1.4	1.5	1.6	1.5
-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----	-----

Average number of automobiles per household

Dear Citizen:

A community planning study of Santa Barbara is being conducted by a group of nine senior students of California State Polytechnic College at San Luis Obispo, California.

One of the steps necessary in a study of this type is collection and analysis of facts about the people and community life. This data will be used in determining the city's projected development needs over a twenty year period.

We would appreciate your cooperation in answering the following questions. All answers will be held in strict confidence and individuals will remain anonymous.

How many years have you lived in this city? _____

Do you rent _____ own home _____

Why did you move to this city?
Retirement _____ Employment _____ University _____
Health _____ Other _____

Please indicate the number of members of your family at this address that fall in each of the following age groups.

0-5	5-12	12-15	15-18	18-21	21-45	45-55	55-65	over 65
-----	------	-------	-------	-------	-------	-------	-------	---------

Members of family employed.

Husband _____ Wife _____ Other _____

Please indicate your occupation group.

Retired _____ Self employed _____ Professional _____
Managerial _____ Teamster _____ Clerical _____
Domestic _____ Ranch-farm _____ Sales _____
Skilled _____ Unemployed _____ Other _____

Check location of employment.

Santa Barbara city _____ Montecito _____ Goleta _____
Lompoc _____ Sumerland-Carpenteria _____ Oxnard-Ventura _____
Other _____

How many automobiles do you own? _____

Place a check mark to indicate the shopping areas normally used for items indicated.

Area	location	Food	Daily needs	Clothing	Major items
Downtown					
Milpas	Wile				
North	Side				
Five	Points				
Mesa					
West	Side				
Goleta					
Oxnard	-Ventura				
Los	Angeles				
Other					

Indicate the reason for patronizing these areas

Reason	Hood	Daily needs	Clothing	Major items
Convenience				
Selection				
Price				
Parking				
Brands, Style				
Service				
Other				

Santa Barbara Community Study Group
would appreciate your cooperation.

SANTA BARBARA

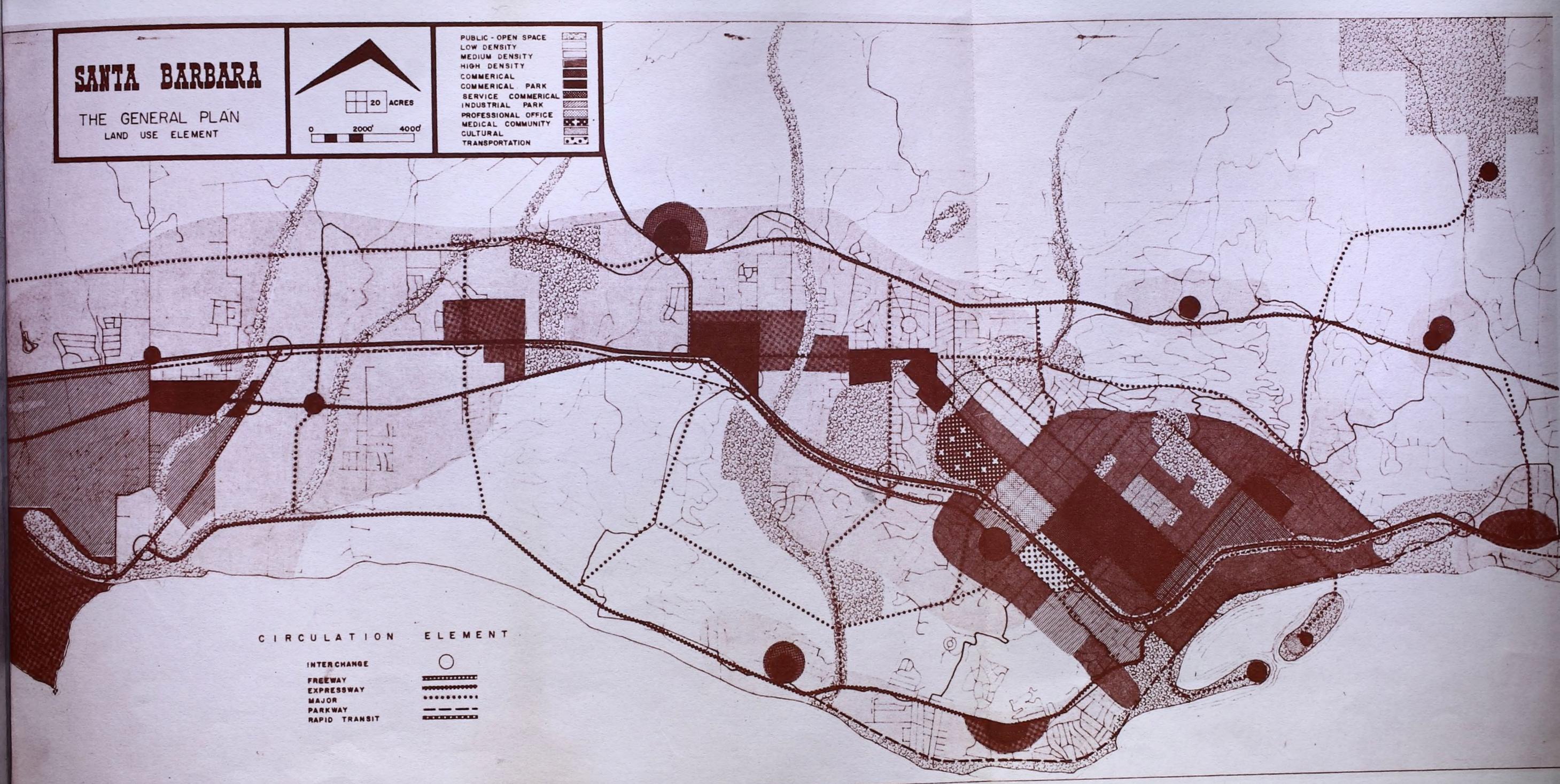
THE GENERAL PLAN
LAND USE ELEMENT



20 ACRES

0 2000' 4000'

PUBLIC - OPEN SPACE	[white]
LOW DENSITY	[light gray]
MEDIUM DENSITY	[medium gray]
HIGH DENSITY	[dark gray]
COMMERCIAL	[solid black]
COMMERCIAL PARK	[diagonal hatching]
SERVICE COMMERCIAL	[cross-hatching]
INDUSTRIAL PARK	[vertical hatching]
PROFESSIONAL OFFICE	[horizontal hatching]
MEDICAL COMMUNITY	[diagonal dots]
CULTURAL	[dots]
TRANSPORTATION	[dotted line]



SANTA BARBARA

THE GENERAL PLAN
LAND USE ELEMENT



20 ACRES

0 2000' 4000'

PUBLIC - OPEN SPACE
LOW DENSITY
MEDIUM DENSITY
HIGH DENSITY
COMMERCIAL
COMMERCIAL PARK
SERVICE COMMERCIAL
INDUSTRIAL PARK
PROFESSIONAL OFFICE
MEDICAL COMMUNITY
CULTURAL
TRANSPORTATION

